

A Method And System for Managing Digital Assets

ABSTRACT

5 The claimed invention enables digital asset management that is responsive to
a user's interactions with digital assets. Based on the user's interaction, the
invention generates a ranking of the digital assets that is intended to reflect the value
of the digital assets to the user. The ranking is based in part on the access
frequency and recency, and the number and types of uses of the digital assets. An
10 access hierarchy is derived from the ranking that stores the digital assets so that the
higher ranked digital assets are more easily accessed than the lower ranked digital
assets. The digital assets can include any of digital images, audio files, and Uniform
Resource Locators. The invention can also distinguish between different types of
uses so that some types of uses imbue an asset with greater value than others. The
15 types of uses include passive viewing or playback, file sharing, transport, and
editing. The invention also allows the user to assign subjective values to each digital
asset that can be factored into the ranking independently of usage patterns. A
volatility-dampening attribute is provided to moderate volatility in the access
hierarchy.

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